

**EXECUTIVE MBA CASE EXAMPLE:**

Ivy League Global Program

**Problem:**

EMBA program is successful, but interested in growing program with additional cohorts either within current geography or considering new geographic offerings.

**Analysis Questions:**

What is the most effective lead generation path to generate students for the required momentum considering the long lead time?

Variable Analysis:

## Prospects

- Source (social media, web, brochure, friend, referral, ads)
- Time (season, gestation period)
- Lead Nurturing Process (party - brochure – phone call – interview)

## Profile

- Age, Income, Psychographics
- Title, Salary, Years
- Undergraduate School, GMAT scores, Activities

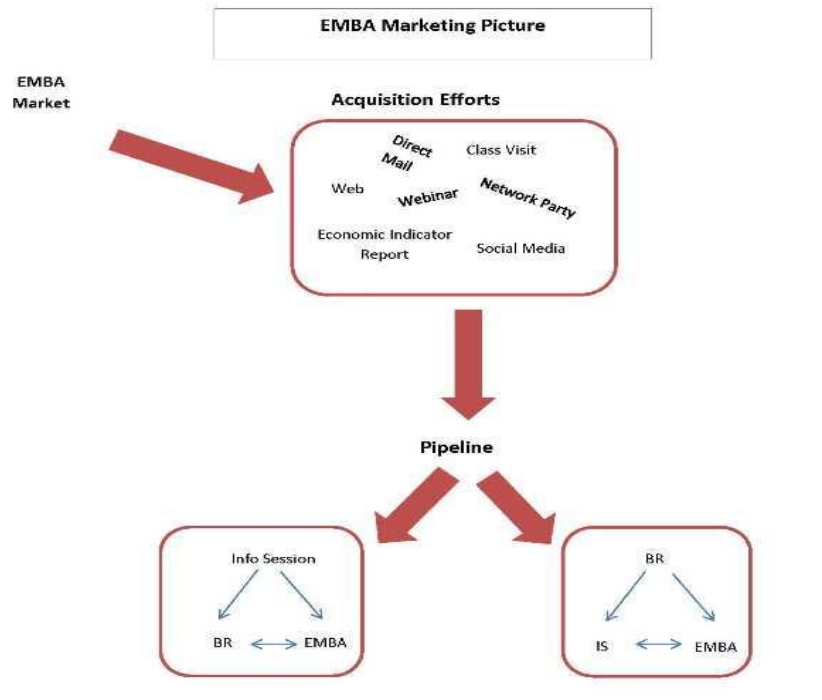
**Major Findings:**

- EMBA is about networking
- Students largely pay for this program so timing and financial position matters a great deal

**Marketing Results:**

- 10% increase in leads targeting demographics combined with firmographics to reach optimal audience
- Combining social, media, and direct decreased gestation by creating a “buzz” for immediacy
- Decreased marketing spend by 10% in low channel contribution

## LEAD GENERATION



## Sample EMBA Lead Paths

